

Uncle's

KŪ ALOHA™

ICE CREAM SANDWICHES



PROBLEM

Most ice cream novelties:

- poor quality
- artificial ingredients
- not technically ice cream
- disappointing “cookies”
- vanilla, vanilla, vanilla



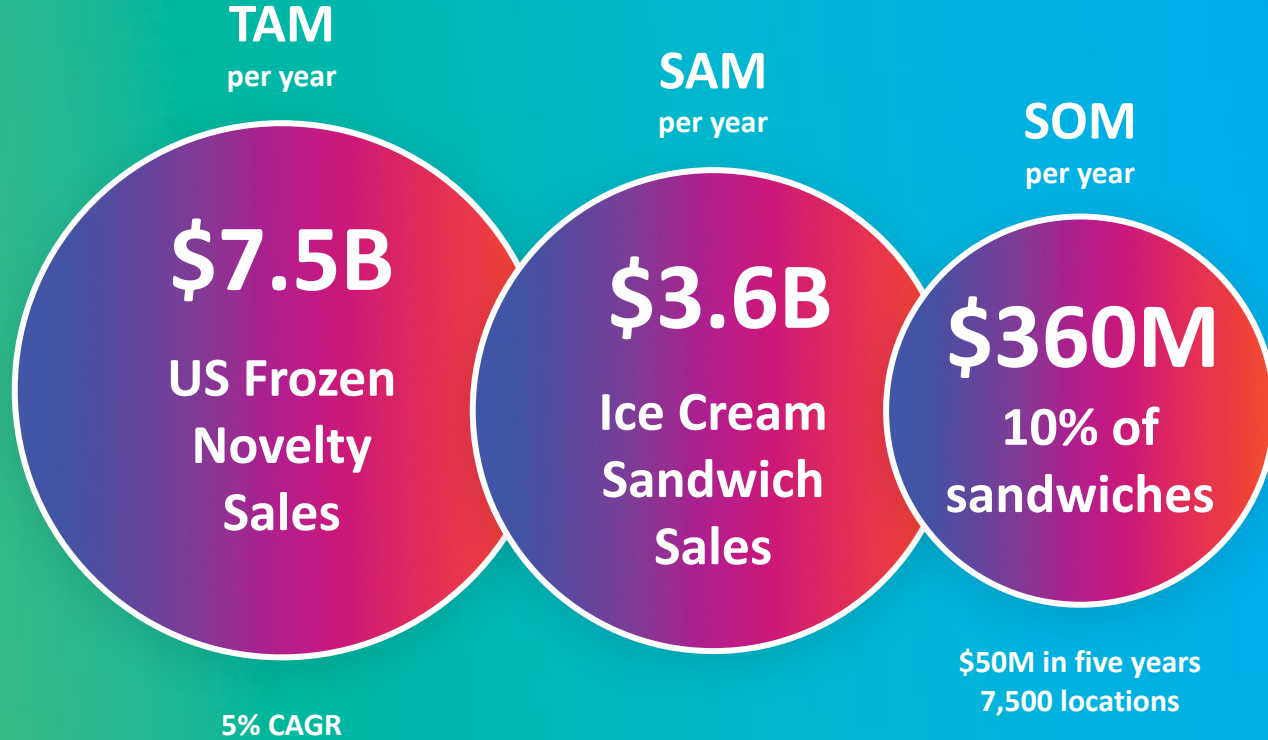
SOLUTION

- Super-premium quality
- all-natural ingredients
- artisanal cookies
- Outstanding Flavor
- Exciting Variety



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ICE CREAM SANDWICHES

Market Opportunity



Business Model

B2B – Wholesale manufacturer

Premium priced product

78% of adults are willing to pay more for premium ice cream made with high-quality ingredients.

The National Frozen & Refrigerated Food Association (NFRA), June 2024

Two Product Sizes

Many traditional and artisanal flavors
Popular smaller portion size option



6oz Classics



2oz Minis

Business Model

B2B – Wholesale manufacturer

Hawai'i - 150+ retail locations statewide



Las Vegas - 150+ regional locations currently



Our Wholesale Customers

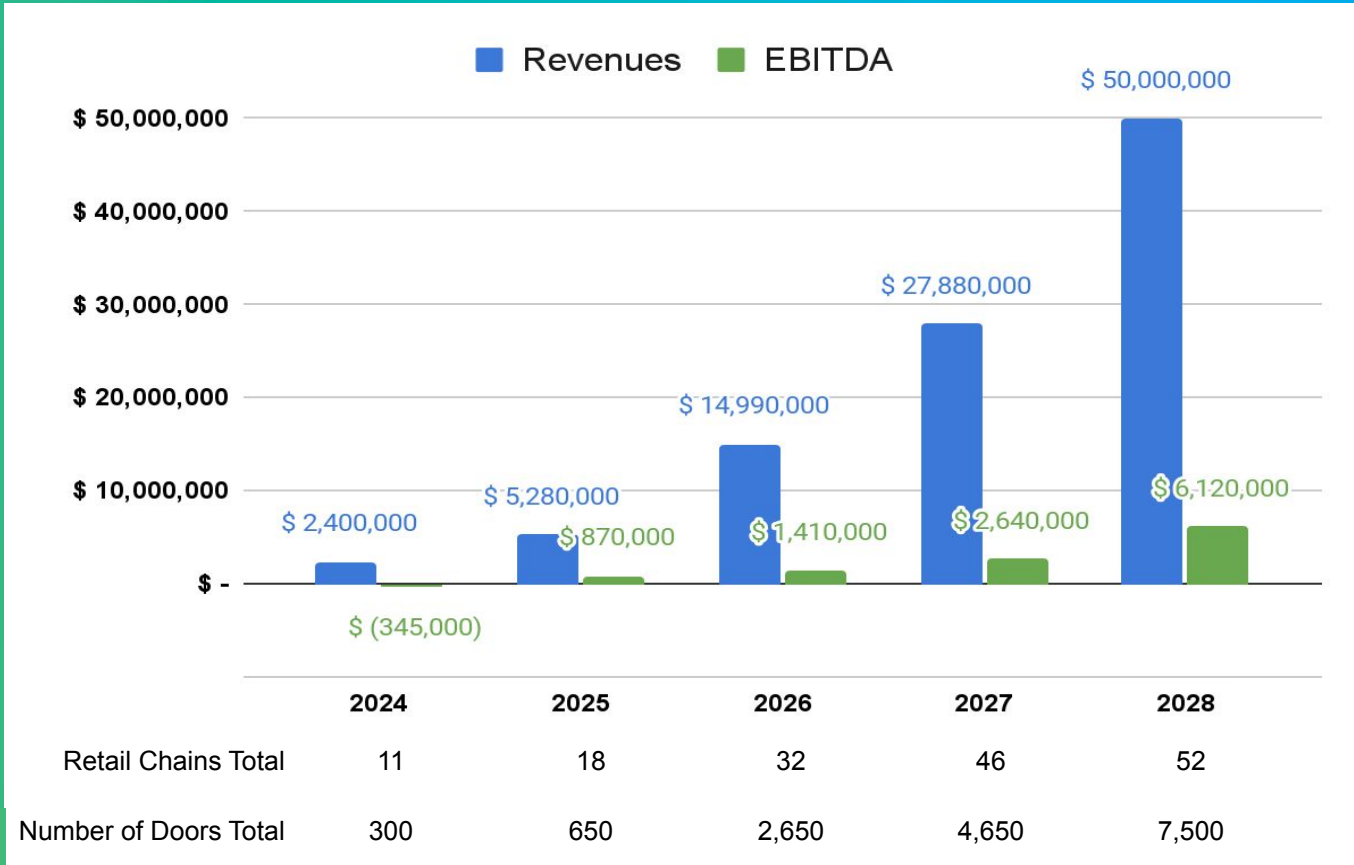


Distributing Pallets to Customers



Freezer Display in retail

FINANCIAL PROJECTION



GO TO MARKET

- **Successful Whole Foods and Military rollouts**
- **Exhibit at Trade Shows:**
 - Fancy Foods Show
 - Expo West
- **Submit – Retailers' Category Reviews**



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Whole Foods is a market leader

Ralphs

Bristol Farms

Raley's

GELSON'S
THE Super MARKET

HARMONS
NEIGHBORHOOD GROCER™

EREWHON

Albertsons®

SAFEWAY

SPROUTS®
FARMERS MARKET

Western Region Initial Targets

ASK

We are raising **\$750,000 follow-on seed funding** to complete bringing on 190 new West Coast retail locations in 2024

USE OF FUNDS



30%
Marketing



60%
Production



10%
Customer Acquisition

KEY OUTCOME

Add 190 new western wholesale locations to our base on the mainland

WHAT'S NEXT

Use the visibility to attract other regional and national accounts for coast-to-coast presence

TEAM

Proven food industry experience and 11 years building Uncle's Ice Cream.



Paul Logan
Co-Founder, CEO

11 years at Uncle's Ice Cream

- Product Development
- Production Systems Design
- Distribution & Logistics

Several-time startup Co-founder
Restaurateur and Chef
(turnaround and sale)



Barbara Logan
Co-founder, CFO, CBO

11 years at Uncle's Ice Cream

- Finance & Accounting
- Brand & Marketing

Several-time startup Co-founder
Restaurant turnaround and sale



Mike Miottel
SCORE Advisor

30 years in Consumer Packaged
Goods (CPG), natural, gourmet
and specialty food products

- Mfg, Whsle, Dist'n and Retail

Founder - CPG launch to 5000
stores in 11 months

Thank you!

I grabbed four mini sandwiches at my local Whole Foods on a whim and I am BLOWN AWAY! The lilikoi and sugar cookie combo is out of this world. I want ALL the favors in my store and the 6oz size too! Just delicious.

- Krista D

 unclesicecream.com

 [@unclesicecream](https://www.instagram.com/unclesicecream)

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